

Message Text

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PAGE 01 MONROV 04832 181718Z

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
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P R 181523Z AUG 75
FM AMEMBASSY MONROVIA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6799

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E.O. 11652: N/A

TAGS: BPRO, BFOL, LI, US

SUBJECT: MESURADO INTEREST IN JEEP AGENCY

REF: MONROVIA 4486

1. MESURADO V. P. COLLARO CALLED COMMERCIAL ATTACHE AGAIN THIS MORNING TO INQUIRE IF WE HAVE ANY INFO ON HIS PROPOSAL ACQUIRE JEEP AGENCY FOR MESURADO. HE INDICATED THAT MOTORS DEPARTMENT MANAGER WILL BE RETURNING FROM VACATION LATER THIS WEEK AND HE HOPES TO HAVE RESPONSE BEFORE HE RETURNS.

2. AS INDICATED REFTTEL, COLLARO WROTE AMERICAN MOTORS JULY 29, AND HE MOST ANXIOUS INITIATE AND CONCLUDE NEGOTIATIONS AS SOON AS POSSIBLE. COLLARO TAKING COMMERCIAL ATTACHE ON TOUR OF PORT AND WAREHOUSE FACILITIES, PARTS DEPARTMENT AND SHOWROOM TODAY TO DEMONSTRATE THAT MESURADO HAS FULL FACILITIES FOR HANDLING LINE. HE ALSO POINTS OUT THAT SHIPPING DIVISION AGENT FOR THREE SHIPPING LINES, AND THEY ALL PREPARED TO BEGIN SHIPMENT OF VEHICLES IMMEDIATELY.

3. EMBASSY ALREADY AWARE OF MESURADO'S EXCELLENT CAPABILITY HANDLE THIS LINE AND HAS NO DIFFICULTY RECOMMENDING FIRM TO AMERICAN MOTORS/JEEP. WE ALSO EXTREMELY PLEASED WITH RECENT SUCCESS OUR EFFORTS PENETRATE MESURADO MARKET WITH AMERICAN PRODUCTS AND HOPE THIS TREND WILL CONTINUE. WE THEREFORE ALSO ANXIOUS THAT WE HAVE TIMELY RESPONSE TO MESURADO ON THIS PROPOSAL.

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4. ACTION REQUESTED: WOULD APPRECIATE YOUR AGAIN CONTACTING AMERICAN MOTORS/JEEP AND URGE THEM TO RESPONDE TO COLLARO SOONEST. WOULD ALSO APPRECIATE YOUR ADVISING US ASAP OF AM/JEEP REACTION THIS PROPOSAL SO THAT WE CAN BE FORTHCOMING TO MESURADO.

5. COMMENT: THIS DEAL IN ITSELF SIZABLE, BUT NOT AS SIGNIFICANT AS TOTAL PENETRATION OF MESURADO WITH US PRODUCTS. OUR TIMELY RESPONSE ON THIS (WHICH VERY DEAR TO COLLARO'S HEART) WILL MAKE FUTURE DEALINGS WITH FIRM EASIER.
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